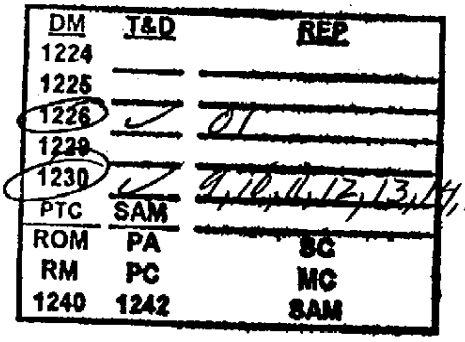
R. J. Reynolds
TOBACCO COMPANY



J. A. MORRIS
Senior Chain Accounts Manager
Philadelphia Region
4601 West Chester Pike
Newtown Square, PA 19073
Phone: 610-353-8666
Fax: 610-359-1576
Voice Mail Ext.: 42289

VIA E MAIL

August 1, 1995

TO: F. E. Cook, P. J. Gilotty, D. L. James, R. L. VanSickle, F. V. Natale, F. J. DeJong, G. R. Deschenes, G. M. Richardson, D. M. Comer, C. A. Crouch, E. A. Toulon

All RJR Representatives in Divisions 1230, 1324, 1326, 1327, 1332, 1334, 1528, 1530, 2922, 2924, 2926 with Wawa Responsibility/CID No. 0325-00-00

IMMEDIATE DISTRIBUTION Through ROUS: 1210, 1310, 1510, 2910

SUBJECT: ***Wawa Markets (CID 0325-00-00)/RJR Discontinued Contracts***

Ladies and Gentlemen:

As information, Wawa Market has entered into an exclusive contract arrangement with Philip Morris, effective the week of August 7th 1995. The following action will need to be taken by RJR representatives:

- **Week of August 7th: Pick up** permanent counter **displays**, temporary displays and any Jacks temporary floor displays. This should be completed by August 11th.
- Wawa Stores with Pole and Ground Signs: **Signs** must be **removed no later than August 25th.**
- Starting **week of August 7th** RJR representatives should **cease all promotional activities**, i.e., couponing, posting POS, delivering premiums to any Wawa stores.
- Wawa contracts will be ended on SIS master list by the Chain Department, It is not necessary for representative to send in 7101 forms to ROUs.

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- Jacks and Dorals should continue to be merchandised on the 3-sided fixture and Jacks will continue to be promoted at the everyday low price until the end of December

- Wawa Headquarters has notified us of their intent to terminate their contract agreements with RJR. (Letter will follow via U.S. Mail). It is extremely important that RJR representatives do not bring in premiums or in any way help to promote our full price and savings brands under the exclusive retail contract with Philip Morris.

As always, I appreciate your cooperation and timely attention to this request.

Warm regards,

Jim

J. A. Morris

JAM:des

Source: https://www.industrydocuments.ucsf.edu/docs/tthn0000